

Philip Morris U.S.A. - Merit Box  
Test Translation: 5J0 Houston  
(HH 1,432.4)

<u>MAGAZINES (PG 4/C)</u>	<u>CIRC.</u>	<u>% COV.</u>	<u>COST/PG.</u>	<u># PAGES</u>	<u># CUT-INS</u>	<u>COST/CUT-IN</u>
					<u>INCLUDED</u>	
Time	70,000	4.9	4,723	6	-	-
Newsweek	45,000	3.1	3,235	6	1	1,904
Sports Illust.	36,000	2.5	3,334	6	1 (SP)	3,147
U.S. News	31,000	2.2	1,263	6	-	-
Better Hms. & Grd.	137,000	9.6	1,806	4	2 (SP)	3,806
Ladies Hm. Jrnл.	64,000	4.5	1,950	4	2 (SP)	3,350
Women's Day	111,216	7.8	2,772	4	1 (SP)	3,900
Family Circle	112,000	7.8	3,698	4	1 (SP)	4,200
Redbook	71,440	5.0	1,435	4	2 (SP)	4,649
McCall's	120,900	8.4	1,800	4	2 (SP)	4,577
		<u>137.0</u>				

Total Cost \$117,900

SUPPLEMENTS (PG 4/C)

Parade	34.2	5,191	3	3	6,600
Family Weekly	7.8	1,042	3	3	1,883
Sun. Metro	<u>29.5</u>	5,208(0-0-P)	3	-	-
	<u>214.5</u>				

Total Cost \$41,073

ROP (PG 4/C)

AB List (+ USSPI Dailies)	65.4	27,360	5	-	-
ABC List	63.3	25,688	5	-	-
USSPI Mkt.	31.4	17,000	5	-	-
	<u>800.5</u>				

Total Cost \$350,240

<u>OUTDOOR</u>	<u># MONTHS</u>	<u>COST/MONTH</u>	<u>0-0-P</u>
85's Pool	<u>2</u>	<u>23,335</u>	<u>-</u>

Total Points Needed	<u>1,448</u>
Direct	<u>1,153</u>
	<u>295</u>

<u>TRANSLATION :</u>	<u>COV. PTS.</u>	<u># PGS.</u>	<u>TOTAL COST</u>
ABC List	<u>63.3</u>	<u>3</u>	<u>77,064</u>
USSPI Mkt.	<u>31.4</u>	<u>3</u>	<u>51,000</u>
	<u>284.1</u>		<u>\$128,064</u>

<u>TOTAL TEST COST:</u>	<u>0-0-P</u>	<u>PRO-RATED</u>	<u>TOTAL</u>
Magazines	<u>117,900</u>	<u>50,807</u>	<u>168,707</u>
Supplements	<u>41,073</u>	<u>18,699</u>	<u>59,772</u>
ROP-Direct	<u>350,240</u>	<u>-</u>	<u>350,240</u>
Addt'l.	<u>128,064</u>	<u>-</u>	<u>128,064</u>
Outdoor	<u>-</u>	<u>46,670</u>	<u>46,670</u>
Total	<u>\$637,277</u>	<u>\$116,176</u>	<u>\$753,453</u>

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PHILIP MORRIS U.S.A.  
MERIT BOX TEST TRANSLATION  
HOUSTON 5J0

1984

1985

N = National Cut-ins  
O = Replacement Points  
NN = Cut-in SP over PG

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